

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #315288
Mr. B. Grismore
DOWLINGS, INC.

JUNE DORAL B2G1F / PROMOTION #700272

Dear Bud:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 111 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	8
Light Box	12300-24066	7
Full Flavor 100	12300-24063	3
Light 100	12300-24062	8

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product PO #597A; Displays PO #597B ⁷¹⁰⁸⁻¹¹⁵³

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$3,944.88

Non-EFT \$ Amount:

\$N/A

51862 3670

B2G1F
DOWLINGS, INC.

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$127.40 (9.1 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: R. Tanchyk

Enclosures:

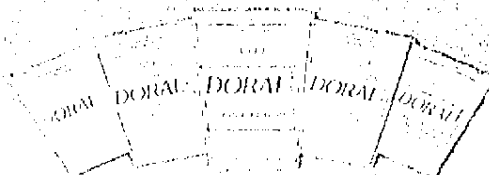
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-JUNDOR.DOC

51862 3671



To All RJR Retail Partners

BETTER LETTER

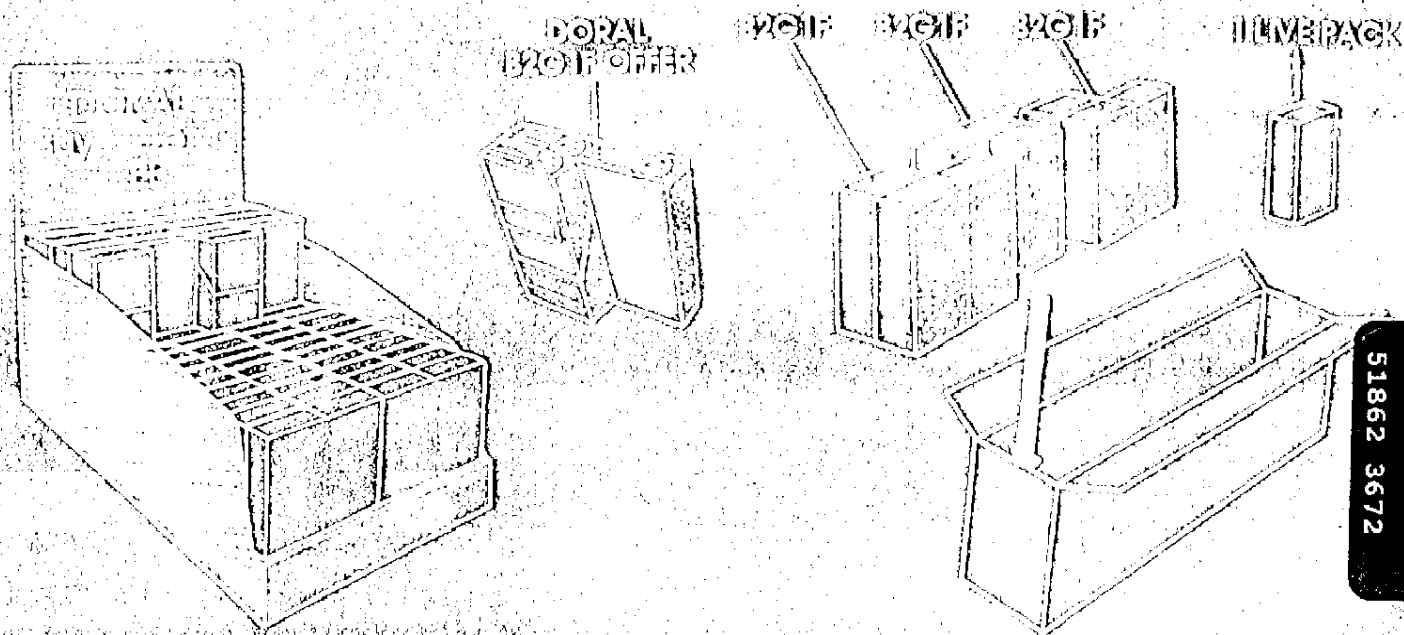
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



51862 3672

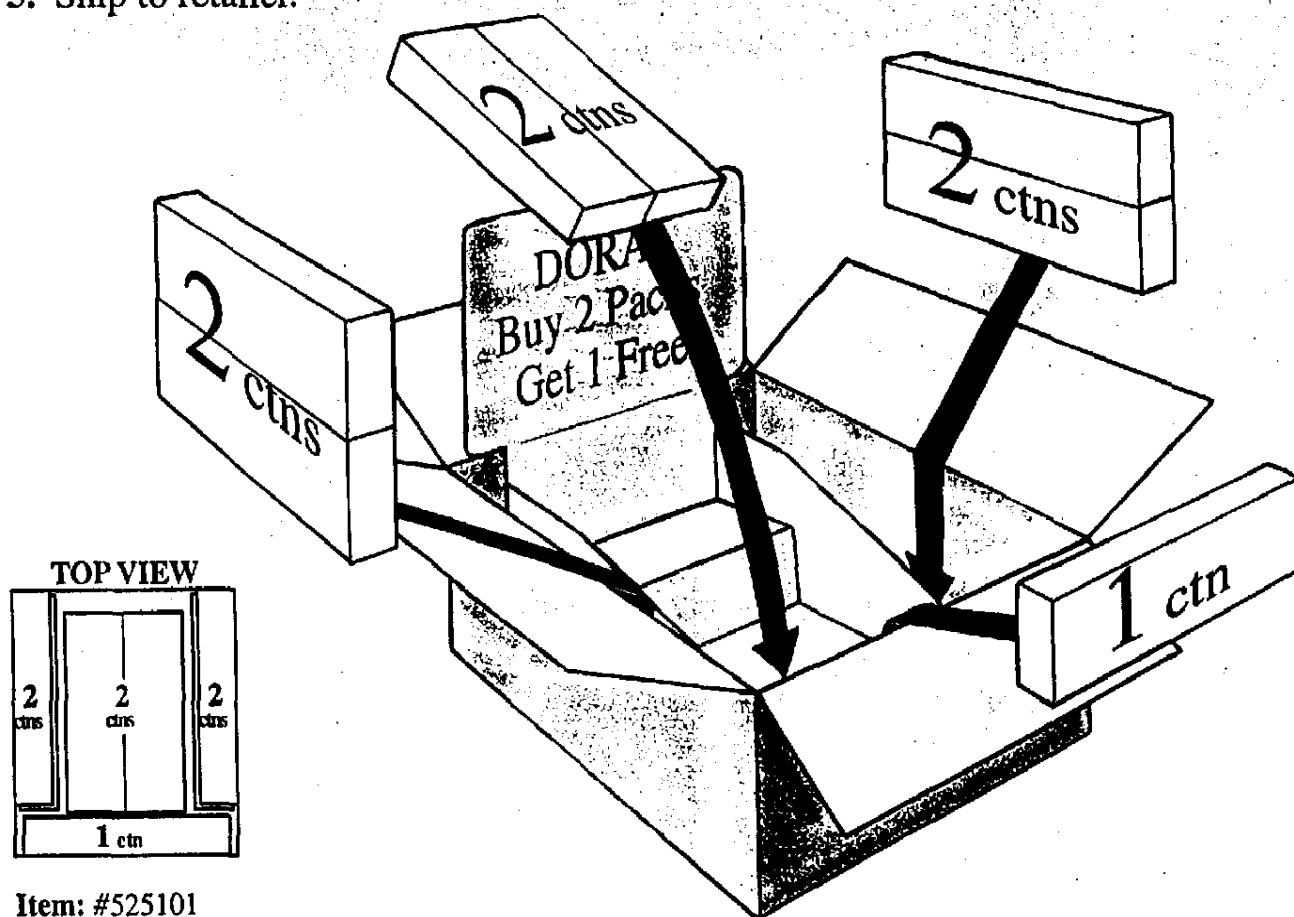
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF BOX	LT BOX	LT 100	FF 100		
Number of Cartons	2	2	2	1		

©1997 R.J. Reynolds Tobacco Company Printed in U.S.A.

51862 3673

WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0006
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	163829	113565	LEW'S CORNER STORE	89 HEINEBERG DR	COLCHESTER	VT	05446	1		2794-0200	2348	(802)862-0775
163801	163827	615925	CHAMPLAIN FARMS #11	HCR 61 BOX 65	NEWPORT	VT	05855	1		1657-0000		(802)766-2182
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	1		2681-0000	2378	(802)334-6835
163809	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000	4284	(802)479-2213
163801	163827	679268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1		1657-0000		(802)748-4000
163809	163828	683709	DAVE'S TEXACO	13-15 SOUTH MAIN	BARRE	VT	05641	1		1657-0000		(802)479-9897
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1				(000)000-0802
163804	163828	114346	UNION ST STORE	UNION ST	BRANDON	VT	05733	1			3045	(802)247-6019
163804	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802)775-7901
163804	163828	437115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1		1657-0000		(802)728-6511
163804	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1		1657-0000		(802)247-6164
163804	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802)773-1732
163804	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETON	VT	05735	1			4110	(802)468-2900
163804	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	3		2681-0000	3352	(802)773-6919
163804	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000	4430	(802)747-0294
163804	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	3				(603)542-2278
163801	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	1		1657-0000		
163804	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	1				(603)542-3080
163809	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163809	163829	113507	LAROW'S MARKET	NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163809	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4792
163809	163829	113584	TOM & KIM'S MKT., IN	US RT 2	WILLISTON	VT	05495	1			2653	(802)878-2243
163809	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163809	163828	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163809	163828	113917	BLAISE'S CTY STORE	ROUTE #116, SOUTH	HINESBURG	VT	05461	1			90068	(802)482-2324
163809	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1				(802)879-7101
163809	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	1			2218	(802)879-6471
163809	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	3			2355	(802)879-8951
163809	163829	114105	BRADLEY'S GENERAL	RT 15	JOHNSON	VT	05656	1				(802)635-2496
163809	163829	289960	KORNER QUIK STOP	ROUTE 2	WILLISTON	VT	05495	1				(802)878-8927
163809	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1				(802)863-1998
163809	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1				(802)864-9638
163809	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1			2157	(802)863-9279
163809	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1				(802)863-8058
163809	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	1		2681-0000	2858	(802)660-8680
163809	163829	500924	TAPT COR. SHORT STO	JCT. 2 & 2A #0	WILLISTON	VT	05495	1		2681-0000	2511	(802)879-0223
163809	163829	512774	MOBIL SHORT STOP 00	977 SHELburne RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2448	(802)864-9654
163809	163829	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1			2169	(802)244-5062
163809	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2449	(802)658-4635
163809	163829	587759	ROTARY MART #8	103 SHELburne ST	BURLINGTON	VT	05401	1		1657-0000		(802)655-4703
163809	163829	595955	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	05676	1		1657-0000		(802)244-8351
163809	163829	649433	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	05452	1		1657-0000		(802)879-5232

51862 3674

WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0006
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163809	163828	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163809	163829	670403	FASTOP_EXXON	RT 100	WATERBURY	VT	05676	1		1657-0000		(802)644-6426
163809	163828	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
162301	163827	113858	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT	05859	5			2630	(802)988-2545
163809	163828	704681	SHELBURN DISCOUNT B	1907 SHELBURNE RD	SHELBURNE	VT	05482	1			3982	(802)985-3246
163809	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-2907
163809	163828	760220	BALLARD'S CTY STORE	SHELB FALLS RD	HINESBURG	VT	05461	1			2217	(802)482-2070
163809	163829	760698	MOBIL SHORT STOP 00	1830 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2539	(802)658-2965
163809	163829	964662	WASHBURN SERVICENTE	RR 2 BOX 156	RICHMOND	VT	05477	1			2231	(802)434-3818
163809	163829	965513	BOURNE'S SERV. CTR.	760 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1			2300	(802)658-6460
162301	163829	113568	CAP 'N' CORK	BELWOOD SHOP CTR.	COLCHESTER	VT	05446	1			2725	(802)658-2463
162301	163829	113608	MINOR'S COUNTRY MKT	RT 104	FAIRFAX	VT	05454	1			2134	(802)849-6838
162301	163828	623828	MIDDLE ROAD MARKET	MIDDLE ROAD	MILTON	VT	05468	1				(802)893-4844
162301	163830	633761	MINOR'S DISCOUNT BE	292 LAKE STREET	ST ALBANS	VT	05478	7			2684	(802)524-4338
162301	163830	759709	CIOFFI'S CORNER STR	66 SOUTH MAIN	ST ALBANS	VT	05478	1				(802)524-3351
162302		386858	EAST ROAD VARIETY	EAST ROAD	BENNINGTON	VT	05201	1			3079	(802)447-7528
163801		691600	NELSON'S COUNTRY ST	RT 25	WEST TOPSHAM	VT	05086	1			4295	(802)439-6303
163809	163828	289988	WEST ADDISON GENERA	RT#17 & LAKE RD	WEST ADDISON	VT	05491	1			2710	(802)759-2071
163809		315948	CHAMPLAIN FARMS	1041 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1			2714	(802)864-0157
163809		520500	STOWE CAR WASH	RTE. 100	STOWE	VT	05672	1			2987	(802)253-9961
162301		113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1		2794-0200		(802)868-7843
162301	163829	509373	MILTON SHORT STOP02	ROUTE #7	MILTON	VT	05468	1		2681-0000	2513	(802)893-6536
162301	163830	576895	ALBURG SHORT STOP 3	RTE 2	ALBURG	VT	05440	1		2681-0000	3499	(802)796-3360
162301	163829	615922	WINOOSKI EXXON #12	E ALLEN ST	WINOOSKI	VT	05404	1		1657-0000		(802)655-4336
162301		728362	WESTPORT MOBIL	RT 9N	WESTPORT	NY	12993	1		5247-0000		(518)962-4797
162301	163830	743959	ALBURG GO GO MART	RR2 ALBURG	ALBURG	VT	05440	1		3419-0000		(802)796-3154
162302	162325	399687	MARTIN'S MINI MART	MAIN STREET	BENNINGTON	VT	05201	1		2794-0200	3397	(802)442-7261
163804	163828	742293	CHAMPLAIN FARMS	MAIN STREET	BETHEL	VT	05032	1		1657-0000		(802)234-5376
163809	163829	233093	F.W. WOOLWORTH #173	37 CHURCH ST	BURLINGTON	VT	05401	1		0534-0000	2699	(802)863-2592
163809	163828	309215	CHAMPLAIN FARMS	RTE. 100	WAITSFIELD	VT	05673	1		1657-0000		(802)496-3196
163809		571864	CAPITAL TEXACO	108 STATE ST	MONTPELIER	VT	05602	1		1657-0000		(802)223-6817
163809		615941	STATE ST. GULF #2	107 STATE ST	MONTPELIER	VT	05602	1		1657-0000		(802)229-1839
163809	163829	703503	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	05660	1		2681-0000		(802)496-6580
163809	163829	715521	UNIVERSITY TEXACO	1118 WILLISTON RD	S BURL	VT	05403	1		1657-0000		(802)863-6611
163809	163829	740858	CHAMPLAIN FARMS	315 SHELBURNE RD	BURLINGTON	VT	05401	1		1657-0000		(802)862-6070
162301	163830	343312	BP MART	ROUTE 3	PLATTSBURGH	NY	12901	1		2681-0000	2778	(518)563-0043
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1		1657-0000		(802)655-4703
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1				(802)879-6388
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1		2681-0000	3724	(802)893-2573
162301	163830	619802	SHORT STOP #111	433 CORNELIA STRE	PLATTSBURGH	NY	12901	1		2681-0000	2443	(518)563-8756
162301	163829	654782	RT.#127 FIRST STOP	88 HEINEBURG DRIV	COLCHESTER	VT	05446	1			4202	(802)865-1255
162301	163830	664545	BP SHORT STOP	RR 2	ALBURG	VT	05440	1		2681-0000		(802)796-4705
162301	163830	702261	SWANTON #111	RT. #78	SWANTON	VT	05488	1		2681-0000		(802)868-3527

5N55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 15

WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0006
SALES LEVEL : 16XXXX

DATE: 97-04-07
TIME: 03:56 PM

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	163830	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1				(802)933-2153
162301	163829	712790	K.L QUICK STOP	375 MAIN ST	WINDOSKI	VT	05404	1				(802)655-3344
162301	163830	727620	P.J.'S MINIT STOP	190 S MAIN ST	ST ALBANS	VT	05478	1		1657-0000		(802)527-1128
162302	162320	114518	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT	05775	1			3617	(802)645-0069
162302	162325	632630	MARTINS SOUTH	510 SOUTH STREET	BENNINGTON	VT	05201	1			4041	(802)442-8957
163809	163828	448822	ROLAND'S MINI MART	RTE. 302	EAST BARRE	VT	05649	1		3419-0000	2638	(802)476-5041
163809	163828	590776	FASTOP EXXON	377 N MAIN ST	BARRE	VT	05641	1		1657-0000		(802)476-7695

PAGE BREAK TOTAL ACCOUNTS 92 TOTAL QUANTITY 108

TEMPLATE TOTAL ACCOUNTS 92 TOTAL QUANTITY 108

51862 3676

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/22/97

ACCOUNT NUMBER: 315288	DOWLINGS INC.
VOUCHER NUMBER: 15354517	92 CATAMOUNT DR.
DATE WRITTEN: 05/22/97	BOX#1002
STATUS: PAID	MILTON , VT 5468
AMOUNT PAID: 127.40	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	9.10	127.40

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/R TANCHYK

51862 3677